

66075
INTERCOLLEGIATE BROADCASTING SYSTEM, INC.
507 Fifth Avenue, New York, N. Y.

ATTENTION: BUSINESS AND ADVERTISING MANAGERS:

We have been asked, by a prominent advertising agency, whether our member colleges will accept beer advertising. We have already requested this information from you, and it has not been forthcoming at this date.

We would like very much to know the story on this: Can your station accept beer advertising? If so, are there any limitations imposed, and of what nature are they?

Just a postcard, with the requested information, will be very much appreciated. It is of the greatest importance that we get your answers by return mail, since such a sponsor might be interested in summer advertising.

Cordially yours,

Louis M. Bloch, Jr.

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Business Manager

LMB:nrf

4/27/42 — ansd